Key Words

- Alignment
- Typography
- Colour
- Pantone
- White space
- Layout
- Conventions
- Properties
- Assets
- Bitmap
- Raster
- Vector
- Depth
- Mode
- GIF
- Jpg
- TIFF
- Format
- Compression
- Scalability
- Transparency
- Licenses
- Permissions
- Mood board
- Mind map
- Concept sketch
- Visualisation
- diagram

Layout LINk

https://www.pantone.com/uk/en/

OCR Oxford Cambridge and RSA

CREATIVE iMEDIA

Creative iMedia
R094:Topic 2
Knowledge Organiser
Plan digital graphics for products

2.1 Graphic Design and Conventions

Convention: a way in which something is usually done.

1. Apply the visual identity, this could be the logo, strap line, business colours, fonts, graphics etc.
2. Alignment – consider your alignment make the graphic easy to read, look organised, appealing to the consumer. Left: Centre: Right: Justified.
3. Typography – How you use your typography to communicate a clear message could make or break the success of the graphic/campaign.
4. Use of colour - what do the colours say about your message to the target audience. What mood, genre, feeling are you portraying?
5. **Colour systems – do you have a specific brand colour? Are you taking inspiration from Pantone or NCS colour systems?**
6. **White space: These are your blank areas consider them carefully, does it separate your different elements effectively?**

Jon Tyson

Vector Images

- Mathematical formula
- Not always compatible with bitmap software.
- Can be scaled up without losing quality.
- Do not contain pixels
- Can be converted to Raster/bitmap

Licenses and Permissions

- Use an asset table to log and record your assets.
- Check what images the client has use which are copyright free.
- Check guidelines when using logo's.

2.2 Properties and use of asset and digital graphics

Assets are images, photos, fonts styles, text, logos ect you would use to make up a digital graphic.

Types of images: Bitmap/Raster or Vector these come in different file formats. E.g. JPG, TIFF, AI.

Colour depth: This has to be considered when using bitmap/raster assets to ensure they can produce the quality of graphic you want to produce.
Colour depth is expressed in bits, more bits = more colour shades.

Colour Mode: RGB or CMYK consider if its for screen or printing. Your colour mode is set up in your graphic software package.

Compression settings: relates to file formats. Compression is to reduce the file size. Some file formats might lose image quality when compressed such as Jpeg (lossy) whilst other formats don't lose quality (lossless). This should be considered when saving your graphic whether it will be used for high quality printing or online.

Scalability: Consider if you need to enlarge your bitmap asset, does it have the pixels it the quality good enough for the final graphic?

Transparency: Useful for logos where you don't want a solid colour background. PNG is a suitable file format for this.